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# Marketing Communications An Integrated Approach

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#### Why Integrated Marketing Communications Matters

All committees are open to ANA client-side marketer members only. \* Open to platinum- and gold-level marketing solutions provider members † Open to platinum-, gold- and silver-level marketing solutions provider members

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With a particular emphasis on analytics, engagement and integration, it addresses the integrated offline and online with social media approach to reflect the current state of play for marketing communications experts.

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